

Communications Committee 2022-2023 Annual Report

From:

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Keshini Senanayake, LDEC Liaison, Nelson Mandela
Joshua Overland, PD Liaison, CBe-Learn
Stephani Clements, Local 38 President
Dan Nelles, Executive Staff Officer



On behalf of the committee, I would like to thank members for providing us with the opportunity to serve you during this school year. Thank you for engaging in the variety of initiatives we undertook, whether they be surveys to inform our next steps or contests to promote our causes, you were central to our work. Please continue to connect and engage with us by following our various social media channels and sharing local committee information within your own circles.

Finally, I want to thank members of the committee for providing guidance and input into the various decisions we made, as well as devoting your personal time to attend various committee meetings and reporting back to our membership. I am moved by the work of our committee members as they all contributed in their own unique ways drawing upon their own unique strengths. Thank you.

Committee Improvements

This year improvements were made to the way our committee functions. Roles were given and then revised as new members joined and brought new strengths. Having designated roles for individual social media platforms helped to ensure consistent processes when posting information. The committee created new internal communications channels that allowed us to communicate with committee members without having to wait till scheduled meetings. This contributed to greater alignment among different social media with the content and timing of posts, as well as allowed us to make decisions and assign tasks more easily. We worked with association staff to create graphics that adhered to our core messaging framework and ensured our logos were used appropriately and consistently. We improved media training process to allow for greater autonomy when posting content allowing for more interaction with members. We worked with provincial ATA with their election readiness plan to amplify our professional concerns. This is not an exhaustive list as much was accomplished in improving the work of our committee.

Social Media

Our social media continues to be a central avenue in which members engage with us. In addition to our website that houses most of the information our members need, our social media engages members with communication of issues and the various contests we sponsor. Our Media team has worked hard to communicate information that is important and pertinent to the growth of our profession. Our monthly dates of significance and the promotion of various PD opportunities were examples of this. We worked with Local 38 staff to ensure information that was shared via *Local Lines*, had graphics to accompany it that could be posted to social media. If not for the support and guidance of our local staff, our committee would not have been as successful in our initiatives.

Data Team

Our Data team worked with our committee to create surveys as requested by different committees. This included new processes that our data team created to better know what committees were looking for when asking for surveys to be conducted. We used surveys to make improvements to our website as well as to how our contests were run. The data team also met to analyse data from past surveys to examine if reporting of that data could be done in house or if that work needed to be contracted out. This is a small sample of the work that our data team did this term.

The Future

Look for further initiatives to come in the fall. All teachers will be receiving a hard case for their school IDs next fall that will accompany the lanyards they received this fall. I look forward to the work this committee accomplishes next school year.

Have a great summer everyone,

Gurmit Bhachu

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